The Modern; Brilliant ruse? Silly mistake? Conspiracy theory?

Questions that need answering.

Does Tom Watkins manage the band?

Did he come up with the idea to get them removed from the chart; thus obtaining far more publicity than a mere entry at 13 would have done?

Or was it the brainchild of Richard Marshall... now mysteriously removed from office?

Or was it Jason Iley's wheeze?

Or was it a genuine mistake (surely EVERYONE knows HMV online retailers are the easiest and most checked source of product?).

And most of all... does anybody care? Answers due this weekend.